



TAGLaw® 2010

Annual Review



TAGLaw®

*A Worldwide Network
of Quality Law Firms*

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A Message to Members

2010 was a year of growth for TAGLaw, in many different ways and using many different measurements.

We grew in numbers, adding member firms in North America, Africa, the Middle East, Asia and Europe, which broadened our coverage and strengthened your ability to provide quality legal services to clients wherever in the world they have needs. While there remain some jurisdictions in which we are seeking members, they are few and, thanks to all of you, we are always able to provide recommendations where we do not currently have a member firm.

We grew in connection as well. Our conferences in Amsterdam and Toronto were well-attended and well-received. Universally, members who attended one or more of the conferences commented on the value of spending time getting to know other members, and how that translates into greater firm awareness about and realization of the value of TAGLaw. If you haven't been a regular at TAGLaw conferences, we encourage you to consider Geneva and Rio de Janeiro in 2011.

Our efforts to build connection were reflected in other areas. We launched a new website and added the capability for firms to search for lawyers by language skill. There are Specialty Groups that now hold regular conference calls and others that meet together at international conferences in their area of expertise. *TAGLine* is received by all of you each week and provides an update and summary of network news; we also try to speak or visit with as many of you as we can each year.

We grew in capability. Chris Cervellera joined TAGLaw this year as our Marketing Coordinator and has added a wealth of creative and technological ability that is evident in much of what we do and what we have created for the benefit of members.

There was growth in the resources made available to all of you. The TAGLaw website Resource Center contains extensive marketing and branding material to help you in your external marketing efforts, as well as a New Member Integration Plan that will help new members become quickly accommodated to the many resources available through TAGLaw.

TAG Foundation commenced in 2010. With the advice of our members in Chile and Pakistan, the Foundation is helping individuals and families in those countries recover from earthquakes and floods. Your individual and firm support continues the history of charitable giving by member firms. We look forward to TAG Foundation becoming an important part of your identification with TAGLaw.

With the unanimous support of the TAGLaw Advisory Board, we sent a strong letter to President Medvedev in Russia, calling for an investigation into the death of Sergei Magnitsky, a partner in Firestone Duncan, our member firm in Moscow. Our efforts in support of Jamison Firestone's pursuit of justice have continued. We have received mention in the European Parliament and on Russian radio, testaments to the international significance of TAGLaw and what its members represent.

We hope that all of you have grown in your understanding of the role TAGLaw can play in the development of your firm. Let us look forward together to an exciting 2011.



A handwritten signature in black ink, appearing to read "Robert U. Sattin".

Robert U. Sattin

President

rsattin@taglaw.com



A handwritten signature in black ink, appearing to read "Peter Appleton Jones".

Peter Appleton Jones

Chairman & Founder

peter@taglaw.com

The TAGLaw Team



The Appleton Group

From left to right: Peter Appleton Jones, *Chairman and Founder*; Lourdes Allende, *Coordinadora de Programas en Latinoamérica (Latin American Programs Coordinator)*; Kenneth Mayers, *Director, Member Relations*; Jacky Breeden, *Director of Operations*; Bob Sattin, *President*; Jennifer Allen, *Executive Director*; Chris Cervellera, *Marketing Coordinator*; Jenifer Quiles, *Administrative Assistant*; and Anne Appleton Jones, *Vice President*.

Email Directory

Peter Appleton Jones	<i>Chairman & Founder</i>	peter@taglaw.com
Bob Sattin	<i>President</i>	rsattin@taglaw.com
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Jenifer Quiles	<i>Administrative Assistant</i>	jquiles@taglaw.com

TAGLaw Growth

When TAGLaw was established in 1999, the long-range goal for network size was set at 150 high-quality law firms. This year TAGLaw passed that mark by growing to 151 members. With increasing globalization in spite of the economic downturn of the last two years, we are now “moving the goalposts” and plan to continue growing over the coming years.

TAGLaw’s growth in 2010 was achieved by attracting nine new members losing only two firms to budgetary considerations. While one newcomer is from Europe and four are from North America, it is particularly noteworthy that we have gained four new firms in the Middle East/Africa region. One of the losses was in the state of Delaware, home to many major corporations. Fortunately we were able quickly to replace the withdrawn firm with the Delaware offices of our strong Pennsylvania firm.

New Members 2010

- **Manitoba, Canada**
Fillmore Riley LLP
- **Moldova**
Popa & asociatii
- **Saudi Arabia**
Kochhar-Alnowaiser
- **Turkey**
Erdem & Erdem
- **United Arab Emirates**
Kochhar-MIO
- **Columbus, Ohio, USA**
Carlile Patchen & Murphy LLP
- **Tennessee, USA**
Harris Shelton Hanover Walsh PLLC
- **Delaware, USA**
Schnader Harrison Segal & Lewis LLP
- **Zambia**
Simeza, Sangwa & Associates Advocates

TAGLaw 2010 Totals

Countries: 84
Total Firms: 151
Total Offices: 319

Region	Lawyers	Firms
Asia Pacific	837	17
Europe	1919	50
Latin America	593	20
Middle East/Africa	147	9
North America	4368	55
Totals	7864	151

TAGLaw & TIAG Combined 2010 Totals

Countries: 93
Total Firms: 259
Total Offices: 559

Region	Firms
Asia Pacific	37
Europe	85
Latin America	49
Middle East/Africa	18
North America	70
Total Firms	259
Estimated Total Revenue	\$2.5 Billion
Estimated Total Professionals	9500

Conference Report



Amsterdam, Netherlands

Spring 2010

It was a cool and rainy spring in Amsterdam, but that did not dampen the enthusiasm of the TAGLaw and TIAG members who convened there. A cultural highlight of the convention was the canal boat ride to the Gala Dinner, which was held in the spectacular, copper-domed Koepelkerk and included a performance by former TAGLaw member Magnus Hybbinette, who flew in from Sweden to deliver three magnificent operatic arias. An uptick in interaction between lawyers and accountants was manifested the following morning at the extraordinarily productive joint tax session which was split between technical presentations on the attractive tax and legal framework of Dutch holding company structures and a brainstorming session, to continue the Group's plans for expanded "TAG Tax" branding and marketing activity.

High-Energy Networking.

In Toronto, our "Speed Networking Roundtables" session maximized time and networking opportunities.



Toronto, Canada

Fall 2010

Following the pre-conference tour to Niagara Falls, attendees settled in to a wide range of substantive working sessions. Over the years, members have adapted to the rhythm of "Speed Networking Roundtables." This year's iteration generated an exceptionally enthusiastic response. Melinda Guillemette's "Your Leadership Makes All the Difference" received the highest marks of any presentation at Toronto and perhaps at any conference—raves equaled only by those for the Gala Dinner at the Royal Ontario Museum, where after dinner, guests were able to browse the remarkable exhibition of the Terracotta Army from Xi'an, China. Post-conference activities shifted from the bowling alleys of recent conferences to billiards, pool, and snooker tables where lawyers and accountants competed and were treated to trick shots executed by a former world champion.



Conference Report (continued)

Future International Conferences



Geneva, Switzerland
May 2011



Rio de Janeiro, Brazil
October 2011



San Francisco, CA, USA
May 2012



Italy
October 2012

Conference Report (continued)

Regional Meetings

The following regions gathered for TAGLaw Regional Meetings in 2010:

Europe

March 5-6; Cyprus

Host: Tassos Papadopoulos & Associates LLC

Asia-Pacific

March 12-13; Singapore

Hosts: Sim Mong Teck (TAGLaw) and Ewe, Loke & Partners (TIAG)

Western North America

March 19-21; Calgary, Alberta, Canada

Host: McLeod & Company LLP

Southeastern United States

April 9-11; Dallas, Texas, USA

Host: Munsch Hardt Kopf & Harr, P.C.

Midwestern North America

April 23-24; Milwaukee, Wisconsin, USA

Host: von Briesen & Roper, s.c.

Northeastern North America

September 23-24; Washington, DC, USA

Host: Kelley Drye & Warren LLP

Central America

October 1; Dominican Republic

Host: Headrick Rizik Alvarez & Fernandez

**THANK YOU TO ALL
MEETING HOSTS AND ORGANIZERS!**

TAG Academy



Live Webinars and Recordings

TAG Academy continued to find success in 2010, offering courses focused on issues facing law firm management, individual lawyers, young lawyers and marketing professionals. Our highly-accomplished faculty included in-house counsel, well-known industry consultants and TAGLaw members. Lawyers and accountants participated in 24 live webinars, and by close of the year there was an impressive library of more than 110 recorded courses on the TAG Academy website.

New in 2010:

- **2010 Outlook: The Indispensable Keys for the Coming Year**; John W. Sterling, Smock Sterling Strategic Management Consultants
- **Advice from an Expert Witness**; Perry Hookman, MD
- **Becoming the Lawyer We Want to Hire: Insights from a General Counsel**; David Vetter, TechData and Laura Meherg, The Wicker Park Group
- **Bridging the Gap Between Social Networking and New Business Generation**; Sarah Johnson and Art Kuesel, PDI Global
- **Disaster in the Making: The Most Underestimated Liability Risks to You and Your Firm**; David L. Sasseville, Lindquist & Vennum P.L.L.P
- **How Great Firms Develop People to Get Results**; Tara Chrisco, The Growth Partnership
- **International Tax Update**; Sean M. King, Williams Mullen
- **Lateral Hires: Distinguishing Between a Winning Hand and a Risky Gamble**; Joe Walker, Smock Sterling Strategic Management Consultants
- **Making Friends and Influencing People: Developing Your Strategic Skills as a Marketing Director**; Melinda Guillemette, Melinda Motivates
- **Making the Transition from Worker Bee to Rainmaker**; Larry Bodine, Larry Bodine Marketing
- **Mastering Your First Five Years of Practice: Critical Steps for Success**; Susan Van Dyke, Van Dyke Marketing and Allison Wolf, Shift Works Strategic Business Coaching
- **Oops-Proofing Your Firm and Partners: How to Prevent Marketing Mistakes**; Melinda Guillemette, Melinda Motivates
- **Playing to Win in the Marketplace and the Importance of Overcoming Cultural Barriers to Success**; Bruce N. Hawthorne, Consigliere Group, LLC
- **ROI: That Challenge of Measuring the Success of Marketing**; Larry Bodine, Larry Bodine Marketing
- **Social Media Policies: Personal Privacy vs. Firm Policy**; Kristin Gentry, Savvy Social Media Marketing
- **The Loyalty Effect: How to Effectively Retain, Bill and Grow Key Client Relationships**; Jeffrey S. Pawlow, The Growth Partnership
- **To Arbitrate or Litigate: The Definitive Checklist**; Sandra Partridge, American Arbitration Association
- **What You and Your Firm Need to Know about the ACC Value Challenge**; Susan Hackett, ACC & John Remsen Jr., TheRemsenGroup
- **What Your Engagement Letter Should Contain, and Why**; David L. Sasseville, Lindquist & Vennum P.L.L.P

2011 will see a big change for TAG Academy, including a new look, a more user-friendly website, and a new format. To meet the needs of members around the world, we will now offer all of our courses exclusively as recorded downloads. This means courses can be downloaded at any time and viewed an unlimited number of times. Throughout the year we will add new courses to our already comprehensive library of courses.

For more information, visit www.tagacademy.com.

TAG Academy

TAG AcademySM

Professional Skills Course

Professional Skills Course

St. Petersburg, Florida USA; November 11-13, 2010

Our Professional Skills Course was held again in November. It has been our goal with the Skills Course to offer something unique, necessary, of excellent quality, of international application, and of benefit to the current and future generation of TAGLaw firm leaders. We are pleased at our success.

As it had each of the three previous sessions, the course received great reviews from the attendees, including **“a must attend..., I learned things that I could not have learned elsewhere,”** and **“well-organized, excellent topics; exceptional speakers.”**

There were some “firsts” as well. We had attendees from Chile and China, creating a true international environment and, also for the first time, we had a law student attendee due to a relationship TAGLaw developed with Stetson University College of Law in Florida. We were very fortunate to have the Dean of the law school attend for the first morning of the course. Her comments and those of her student attendee were both very positive.

One of the special benefits of the course was the opportunity for younger lawyers in our member firms to meet and network with each other. The Skills Course provides an excellent way for TAGLaw to be appreciated by future firm partners and leaders.

Understanding what it means to be a partner, knowing how to market, how to give a presentation, learning how to effectively handle an initial client interview, receiving instruction on negotiating skills and being taught the basics of reading a financial statement are all topics that never lose their application to practicing lawyers of all levels of experience. Save November 10-12, 2011 for the next TAG Academy Professional Skills Course.

TAG Foundation



In recognition of the fact that the world in which we operate is flat, that our relationships are international, and that we are all motivated and inspired to help those in need in times of crisis, but not always aware of ways to help, we founded the TAG Foundation in 2010.

The TAG Foundation is an independent entity established to provide a means for member firms and firm employees to provide charitable aid around the world.

The establishment of TAG Foundation holds great promise for all of us. It brands TAGLaw and its member firms as organizations and individuals willing to contribute funds to help those in crisis. With just a small contribution from each of our 260 firms (including TIAG), TAG Foundation can become a meaningful charity throughout the world. An advisors group of TAGLaw and TIAG members provides advice on where funds should be distributed and we thank Harvey Feuerstein of Herrick, Feinstein in New York, Sean King of Williams Mullen in Virginia and North Carolina, Ralph Wellington of Schnader, Harrison Segal & Lewis in Pennsylvania and Delaware, and TIAG member Norm Posner of Samet & Company in Massachusetts for their time and good counsel.

It is our hope that TAG Foundation becomes a regular recipient of each firm's annual charitable contributions. TAG Foundation provides a great way to help those in need around the world, often in jurisdictions where our members themselves or their countrymen are affected.

For more information, visit tagfoundation.taglaw.com.

Special thanks to the following firms and individuals for contributing to TAG Foundation:

- Adam & Bleser (Luxembourg)
- Barack Ferrazzano Kirschbaum & Nagelberg LLP (Chicago, Illinois, USA)
- Boodle Hatfield (London, England)
- Andrew Turner; Conner & Winters, LLP (Oklahoma, USA)
- Haskell Slaughter Young & Rediker, LLC (Alabama, USA)
- Herrick, Feinstein LLP (New York, New York, USA)
- Harvey Feuerstein; Herrick, Feinstein LLP (New York, New York, USA)
- Jeff Kennedy; Martin, Pringle, Oliver, Wallace & Bauer, L.L.P., (Wichita, KS, USA)
- Jaffe, Raitt, Heuer & Weiss, P.C. (Michigan, USA)
- Liang & Partners (Taiwan)
- Milling Benson Woodward L.L.P. (Louisiana, USA)
- Martin, Pringle, Oliver, Wallace & Bauer, L.L.P., (Wichita, KS, USA)
- McLeod & Company LLP (Calgary, Alberta, Canada)
- Piper Alderman (New South Wales, Australia)
- Ryan, Swanson & Cleveland, PLLC (Washington, USA)
- Schnader Harrison Segal & Lewis LLP (Delaware & Pennsylvania, USA)
- Steven Harr; Munsch Hardt Kopf & Harr, P.C. (Dallas, Texas, USA)
- The Appleton Group, Inc. (St. Petersburg, FL)
- von Briesen & Roper, s.c. (Wisconsin, USA)

TAGLaw Highlights

Specialty Groups

Each year, specialty groups play an increasingly important role in TAGLaw, and they continue to be a valuable part of TAGLaw membership. Not only do these groups serve as a vehicle for members to network with colleagues who share areas of practice or industry specialization, they are evolving as a source of collaboration among member firms.

Following is a summary of the most notable activity among the groups this year:

The appointment of new co-chairs for three Specialty Groups:

- **Ronald Raxter** of Williams Mullen in North Carolina, USA joined **Gonzalo Delaveau** of Guerrero, Olivos, Novoa y Errázuriz in Chile as co-chair of the Banking and Financial Services Specialty Group.
- **Anthony Adler** of Mitchell, Silberberg and Knupp LLP in Los Angeles, CA, USA joined **Enrique Gonzalez** of González Calvillo, S.C. in Mexico and **Bernhard Welten** of Hodler and Emmenegger in Berne, Switzerland as co-chair of the Corporate Law and M&A Specialty Group.
- **Danielle Muller** of Rassers Advocaten en Notarissen in Breda, Netherlands joined **Larry Drapkin** of Mitchell, Silberberg and Knupp LLP in Los Angeles, CA, USA as co-chair of the Employment & Labor Law Specialty Group.

The following Specialty Groups held meetings or regular conference calls in 2010:

Intellectual Property and Information Technology

Blake Lapthorn hosted the inaugural TAGLaw IP/IT specialty group meeting from March 19-21 in Southampton, England. The conference focused on topical issues in E-commerce from a UK and European perspective. As well as offering an informative program, the event enabled colleagues to get to know one another better, share ideas and debate points of interest.

Intellectual Property and Information Technology

More than 35 TAGLaw members attending the INTA 2010 Annual Conference in Boston, Massachusetts gathered for a cocktail reception during the conference on May 25. The cocktail reception was hosted by Duncan Cotterill of New Zealand and TAGLaw.

Marketing & Business Development

The TAGLaw Marketing and Business Development Specialty Group held quarterly conference calls featuring a TAGLaw update, a guest speaker, and an interactive discussion during which TAGLaw marketing professionals and partners share ideas and discuss legal marketing and business development issues. Below is a list of 2010 calls and featured topics and speakers.

- **January 2010: Women's Marketing Initiatives**
Carol Felicetta, Stockholder, Reid & Riege, TAGLaw, Connecticut, USA
- **April 2010: Best Practices for Social Media**
Robert (Bob) H. Voelker, Shareholder, Munsch Hardt Kopf & Harr PC, TAGLaw, Dallas, Texas, USA and **Jason R. Miller**, Director of Marketing & Business Development, Ryan, Swanson & Cleveland, PLLC, TAGLaw, Washington, USA
- **July 2010: Legal Marketing Roundtable**
Paula Black, Paula Black Legal Marketing and Graphic Design
- **October 2010: New Directions in Law Firm Website Development**
Robert Algeri, Great Jakes Marketing Company

Real Estate

The Real Estate Specialty Group (also known as the TAG Property Group) had another successful trip to MIPIM, the foremost international real estate trade show, in Cannes, France in March 2010. The Group's third year attending together, TAGLaw and TIAG member firms co-hosted a networking reception and a seminar for clients and prospects. Participating firms: Boodle Hatfield (TAGLaw, London, England); DTE Group (TIAG, Manchester, England); Kuit Steinart Levy (TAGLaw, Manchester, England); Racine (TAGLaw, Paris, France) and Williams Mullen (TAGLaw, North Carolina and Virginia, USA).

TAGLaw Highlights (continued)

Tax

The Tax Specialty Group (also known as TAG Tax) steering committee continued monthly conference calls to discuss long-term growth of the Group and its opportunities to work together. In an effort to raise the global profile of the Group, a TAG Tax logo was introduced in 2010. The logo is available to all members for use on marketing materials, to emphasize the global reach and technical depth of the cross-border resources available through TAG Tax. The Group also launched the TAG Tax Expertise Directory, providing a fast, efficient and searchable way to find resources among various tax specialties and throughout the world.



A GLOBAL NETWORK OF
TAX LAWYERS & ACCOUNTANTS

Specialty Groups at Conferences

The following Specialty Groups met at TAGLaw International Conferences in 2010:

Amsterdam: Corporate Law and M&A; Employment & Labor Law; Energy; Environmental; Franchise Law; Insolvency & Secured Transactions; IP & IT / Life Sciences (joint session); Litigation & ADR; Real Estate / Hotels & Leisure (joint session); Tax

Toronto: Construction; Corporate Law and M&A / Franchise Law (joint session); Employment & Labor Law; Energy; Healthcare; Hotels & Leisure; Insolvency & Secured Transactions; IP & IT / Life Sciences (joint session); Litigation & ADR; Tax

We thank all of the co-chairs who have continued to lead their groups and volunteer valuable time.



The TAG Tax Specialty Group presented a panel of tax experts on doing business in Canada at our Fall Toronto conference.



TAGLaw Highlights (continued)



Website (www.taglaw.com)

As an international organization, TAGLaw relies heavily on its website to keep members connected—both to the TAGLaw organization, and to fellow members. It is often the first and sometimes the only window into our organization for many members and their clients. Therefore, it must truly reflect the quality, breadth and depth of the network. With that in mind, TAGLaw determined it was time for a visual and functional upgrade and launched a brand new website in 2010.

The TAGLaw website includes many new features and improvements.

- **Increased public access to content:** Doing Business Guides and Specialty Group articles are more visible.
- **Enhanced firm and lawyer profile pages:** Profiles are better organized and easier to read.
- **Improved law firm/lawyer search and results:** Find a law firm or lawyer by clicking the “Find a TAGLaw Firm or Lawyer” button on the homepage. Search results are well-organized and easy to navigate.
- **Search for law firms/lawyers by language skill:** Member firms or lawyers can be identified by language skill directly from the “Find a Firm/Lawyer” page.
- **Prospective clients page:** A page to which members can direct prospects and clients, where they can learn the benefits of using a TAGLaw firm.
- **Enhanced Resource Center:** The Resource Center contains additional and improved resources to help you get more from your TAGLaw membership.
- **Simpler navigation:** The website is more easily and quickly navigated.

Member Resources

TAGLaw added and/or updated a number of resources found on the TAGLaw website Resource Center in 2010.

Marketing and Branding Section

The Marketing and Branding section of the TAGLaw website Resource Center has been updated to include many tools to help members use their TAGLaw membership as a marketing asset within their firms, to current clients, and to prospective clients. These resources are organized according to audience and include information about TAGLaw and its benefits, as well as TAGLaw logos and descriptions for use on member marketing materials.

Best Practices

TAGLaw has, from time to time and in differing ways, spoken and written about the ways in which network firms should communicate and should conduct themselves with respect to TAGLaw and each other. TAGLaw has now developed a set of “Best Practices” for TAGLaw and TIAG, drawn from the TAGLaw and TIAG Charters, from conversations with the Advisory Boards and members, and from the experiences of member firms and the network over many years. The Best Practices document can be found in the TAGLaw Publications section of the TAGLaw website Resource Center.

New Member Integration Plan

A New Member Integration Plan was developed to assist new TAGLaw members in immediately taking advantage of the benefits the network has to offer. The Plan covers how members can become familiarized with the network and its benefits, how to create visibility within the network, and how to incorporate TAGLaw into a firm’s marketing efforts. The New Member Integration Plan can be found in the TAGLaw Publications section of the TAGLaw website Resource Center.

TAGLaw Highlights (continued)

Doing Business Guides

The “Doing Business Guides” that we receive from both our TAGLaw and TIAG members receive prominent exposure on our website. We thank those of you who added to our growing list of covered jurisdictions and strongly encourage those of you who have not yet submitted one to do so. Guides prepared by the law and accounting firms in the same jurisdictions have differed in emphasis sufficiently that we will continue to post multiple Guides covering the same area.

The Guides have been used for many purposes:

- When a matter is being referred, the Guide establishes the credibility and credentials of the firm to which a matter is being sent. This is of particular import to the client being referred.
- Since the Guides are posted on a public area of the website, they serve to attract clients and help in client competitions, especially if there are Guides covering many of the world’s jurisdictions.
- The Guides are an important part of a firm’s marketing materials. They are designed to provide basic information about the laws and regulations of a jurisdiction, and to act as an invitation to clients and referral sources to retain a firm; they are not intended as the final answer to sophisticated questions.
- The Guides serve as effective training tools for those who prepare them.

Many of the Guides that are currently posted can serve as templates for future Guides. Please take some time to review them; you will be impressed.

Justice in Russia

No one who was in the opening session on the second day of the Amsterdam conference can forget the tragic story Jamison Firestone told of the imprisonment and death of his partner Sergei Magnitsky, followed by the moving call from Ilmar-Erik Aavakivi to both TAGLaw and TIAG to support a protest to and call for action from the Russian government seeking accountability for those responsible.



Sergei Magnitsky

April 8, 1972 – November 16, 2009

Soon thereafter, the TAGLaw Advisory Board approved such a call to action, and in July, a letter was sent to President Medvedev and copied to U.S. President Obama, Secretary of State Clinton, the United Nations, the International Bar Association and the Florida Senators and the Congressman from the district in which TAGLaw is located. TAGLaw received several letters from the Russian government acknowledging the protest and promising that the matter was being investigated. There were other, perhaps more significant, events that followed.

First, Appleton Group president Bob Sattin was interviewed by a Moscow radio station as a result of the letter. Bob was told that the TAGLaw letter was receiving wide distribution and was being quoted by human rights organizations throughout Russia.

Second, a copy of the letter was sent to the U.S. Senator who introduced a bill seeking sanctions against those Russian officials involved in Sergei’s death. In the letter acknowledging receipt of our submission, Senator Ben Cardin of Maryland wrote “thank you for all the good work TAGLaw does to promote the rule of law and good governance.”

More recently, the European Parliament voted overwhelmingly in favor of imposing sanctions against the Russian officials responsible for the arrest and death of Sergei Magnitsky. TAGLaw’s letter was cited in support of the resolution by its sponsor.

TAGLaw Highlights (continued)

Technology Developments

Chairman Peter Appleton Jones is often heard to say, “If you are still doing business the way you did business three years ago you are probably going out of business.” One of the ways in which TAGLaw and TIAG management makes sure we aren’t going out of business is by continually reviewing and updating our supporting technologies. In the past year, three technologies in particular have become essential to our day-to-day operations.

Skype is the world’s leading provider of voice and video over internet. It has virtually replaced the telephone for internal communications across our geographically dispersed staff. Thanks to Skype we can economically be together even when thousands of miles apart. The power of Skype was exemplified recently by a conference call linking participants in Florida, New Mexico, Mexico and two different locations in Brazil. The globe is shrinking and Skype is playing a big part.

PipelineDeals is a highly-sophisticated “relationship management” software that has greatly enhanced our ability to track the status of recruiting and retention activities with network members and prospects alike. Files are created for each firm and firm contact. These become repositories for critical communications. Action items can be assigned and shared to remind our team when they are due.

The third enabling technology lives in the so-called “cloud.” It is our shared file system, provided by Files Anywhere. All important documents are stored in appropriate folders on Files Anywhere, available for instant checkout by any staff member. The technology includes a “check-out/check-in” system to ensure that only one staff member can make changes to a document at a time, although other staff members can concurrently access the document to “read only.”

Advisory Board

TAGLaw's Advisory Board is composed of leading practitioners who provide strategic guidance to the network.

2010 concluded the four-year term of one Advisory Board member. Ed Butler of LK Shields Solicitors in Dublin, Ireland completed his service to the TAGLaw Advisory Board. We would like to sincerely thank Ed for his dedicated service to TAGLaw.

Romain Adam of Adam & Bleser in Luxembourg and Eric Laevens of Marx Van Ranst Vermeersch & Partners in Belgium will begin terms on the TAGLaw Advisory Board beginning in 2011. We are pleased to have Romain and Eric join us and look forward to their participation during the next four years.



Romain Adam
Adam & Bleser
Luxembourg



Richard Attisha
Harper Grey LLP
Vancouver, BC, Canada



Alberto de Orleans e Bragança
Xavier, Bernardes, Bragança
Rio de Janeiro, Brazil



Simon Fitzpatrick
Boodle Hatfield
London, England



Jeff Kennedy
Martin, Pringle, Oliver,
Wallace & Bauer, L.L.P.,
Wichita, KS, USA



Eric Laevens
Marx Van Ranst
Vermeersch & Partners
Belgium



Alexander (Sandy) Lourie
Barack Ferrazzano
Kirschbaum & Nagelberg LLP
Chicago, IL, USA



Cynthia Pornavalai
Tilleke and Gibbins
International Ltd.
Bangkok, Thailand



Dr. Nils Wördemann
Lang & Rahmann
Düsseldorf, Germany



Frank M. Young, III
Haskell Slaughter Young
and Rediker, LLC
Birmingham, AL, USA



Peter Appleton Jones
The Appleton Group, Inc.
St. Petersburg, FL, USA



Robert U. Sattin
The Appleton Group, Inc.
St. Petersburg, FL, USA

TAG Advisors Bureau

The goal of the TAG Advisors bureau is to provide our members with a stable of expert resources and consultants that will help them be more competitive and successful. These advisors come highly recommended. They have a proven track record of success in improving their clients' professional competitiveness, visibility in the marketplace and financial footing.



Deep Cool Clear

Girish Altekhar

Professional IT Services; Web Development

www.deepcoolclear.com



Larry Bodine Marketing

Larry Bodine

Strategic Marketing; Business Development

www.larrybodine.com



Melinda Motivates

Melinda Guillemette

Communication Services

www.melindamotivates.com



Paula Black Legal Marketing & Graphic Design

Paula Black

Branding and Marketing; Design and Printing

www.paulablacklegalmarketing.com



TheRemsenGroup

John Remsen, Jr.

Strategic Marketing; Business Development

www.theremsendgroup.com



Shift Works

Allison Wolf

Leadership Coaching; Business Development

www.thelawyercoach.com

SMOCK•STERLING

Smock•Sterling

Peter A. Giuliani, John Smock, John Sterling

Strategy; Firm Management

www.smocksterling.com



Steve Erickson LLC

Steve Erickson, CPA

CPA Firm Management; Strategy

www.steveericksonllc.com



Wicker Park Group

Laura Meherg, Nathaniel Slavin, and Susan Slifer
(European Division)

Client Feedback Programs; Marketing

www.wickerparkgroup.com



Last Word

While we look back with pride at the accomplishments of 2010, we move forward with energy toward our 2011 goals. These include continuing to justify the pride of our members in being part of TAGLaw, looking for new ideas that are of benefit, and helping our contacts assure that all of their firm members, especially firm leaders, understand the many ways to realize value from TAGLaw.

We can do this by encouraging members to attend conferences which are uniformly recognized as a key component of receiving benefit; by educating all of you on the various tools our website provides to help you and your clients; and by regularly communicating the value of involvement in specialty groups, regional meetings, the Skills Course, Academy recordings and marketing teleconferences among others.

We particularly look forward to seeing you in Geneva and Rio de Janeiro in 2011.

— Bob Sattin, President, The Appleton Group, Inc.

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